

## IN THE CLAIMS

Please amend claims 1, 6, 11-13, 17-19, and 25-31 as indicated below.

Presented below are the amended claims in a clean-unmarked format. All of the claims pending in this application are set forth for the convenience of the Examiner. A version with markings to show changes made is set forth as an appendix to this Amendment.

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1. (Amended) A self-targeting coupon comprising:

a first field comprising at least one question and a response area, wherein the response area includes one or more responses, each of the one or more responses being on removable concealer; and

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one or more additional fields concealed by removable concealer, wherein selection of one of the one or more responses by an individual in response to the at least one question instantaneously reveals information referring to the one or more additional fields concealed by the removable concealer.

2. The self-targeting coupon of claim 1 wherein selection of one of the one or more responses is unchangeable.

3. The self-targeting coupon of claim 1 wherein the response area comprises a plurality of responses.

4. The self-targeting coupon of claim 3 wherein the information indicates one or more areas of the one or more additional fields to select.

5. The self-targeting coupon of claim 4 wherein the information comprises an indication of the area of the one or more additional fields.
6. (Amended) The self-targeting coupon of claim 4 wherein the one or more areas of the one or more additional fields are covered with removable concealer.
7. The self-targeting coupon of claim 6 wherein the information comprises a value.
8. The self-targeting coupon of claim 6 wherein the information comprises a symbol.
9. The self-targeting coupon of claim 6 wherein the information comprises a direction.
10. The self-targeting coupon of claim 6 wherein the information comprises one of the group that includes: a color, a font, a shape, an art work, a form, and a characteristic.
11. (Amended) The self-targeting coupon of claim 1 wherein the at least one question comprises a plurality of questions, each of the plurality of questions associated with a distinct set of responses in the response area, each response in each of responses being on a removable concealer, wherein an individual selects one response in each set of responses by removing the removable concealer thereon to reveal the information to determine an area of the one or more additional fields to select.
12. (Amended) The self-targeting coupon of claim 11 wherein the plurality of responses to the plurality of questions indicates an individual preference.
13. (Amended) The self-targeting coupon of claim 11 wherein information under

the removable concealer of more than one of the plurality of responses to the plurality of questions is required to determine an area of the one or more additional fields to select.

14. A method of targeting a coupon comprising:

selecting a response in a first field including at least one question and at least one response on top of a removable concealer;

removing the removable concealer to reveal information indicating an area of a second field to select; and

revealing information by removing additional removable concealer from the indicated area of the second field.

15. The method of targeting a coupon of claim 14 wherein removing the removable concealer comprises removing the removable concealer to reveal information indicating an area of a plurality of fields to select.

16. The method of targeting a coupon of claim 14 wherein revealing information comprises revealing information by removing additional removable concealer from the indicated area of the plurality of fields.

17. (Amended) The method of targeting a coupon of claim 14 wherein revealing information includes revealing a value to an individual.

18. (Amended) The method of targeting a coupon of claim 14 wherein revealing information includes revealing a direction to an individual.

19. (Amended) The method of targeting a coupon of claim 14 wherein revealing

information includes revealing a symbol to an individual.

20. The method of targeting a coupon of claim 14 wherein revealing the information to the individual includes revealing one of the group that includes: a color, a font, a shape, an art work, a form and a characteristic.

21. The method of targeting a coupon of claim 14 wherein revealing the information to the individual includes not revealing a value to the individual.

22. The method of targeting a coupon of claim 13 wherein revealing the information to the individual includes not revealing a direction to the individual.

23. The method of targeting a coupon of claim 14 wherein revealing the information to the individual includes not revealing a symbol to the individual.

24. The method of targeting a coupon of claim 14 further comprising:  
selecting more than one response on top of removable concealer in the first field;  
removing the removable concealer under each of the selected responses to reveal information indicating more than one area of a second field to select; and  
using the information revealed by removal of the removable concealer under more than one of the selected responses to determine the area of the second field to select.

25. (Amended) A method of grading a coupon comprising:  
scanning a coupon including a first field having at least one question and at least one answer on top of a removable concealer and a second field;  
ensuring that a predetermined number of answers corresponding to the number of

questions in the first field is selected in the first field by removal of the removable concealer; and

ensuring that only a predetermined number of areas is selected by removal of removable concealer in the second field.

26. (Amended) The method of grading a coupon of claim 25 further comprising:  
ensuring that the area selected in the second field is indicated by the information revealed by the removal of the removable concealer in the first field.

27. (Amended) The method of grading a coupon of claim 25 further comprising:  
ensuring that the area selected in the second field is NOT indicated by the information revealed by the removal of the removable concealer in the first field.

28. (Amended) The method of grading a coupon of claim 25 further comprising:  
characterizing the coupon by information revealed by the removal of removable concealer in the second field.

29. (Amended) The method of grading a coupon of claim 28 wherein  
characterizing the coupon further comprises:  
assigning a value to the coupon based on information revealed by the removal of removable concealer in the second field.

30. (Amended) The method of grading a coupon of claim 28 wherein  
characterizing the coupon further comprises:  
assigning a quantity to the coupon based on information revealed by the removal of removable concealer in the second field.

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31. (Amended) The method of grading a coupon of claim 28 wherein characterizing the coupon further comprises:

assigning a free item to the coupon based on information revealed by the removal of removable concealer in the second field.

[32. – 95. (Cancelled)]

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96. A method for delivering coupons based on information gathered from a participant comprising:

contacting a server;

selecting a response in a first field provided by the server including at least one

indication of preference printed on top of removable concealer;

removing the removable concealer to reveal information indicating another area to select;

selecting the indicated area in another field;

revealing information of use to an individual by removing additional removable concealer from the indicated area of the field; and

downloading the information of use to the individual.

97. The method defined in claim 96 further comprising printing out the downloaded information.

98. The method defined in claim 96 wherein the information of use to the individual is downloaded to a printing apparatus.

99. The method defined in claim 96 further comprising controlling the downloaded information to prevent multiple printing of the downloaded information using a print limit.

100. The method defined in claim 99 wherein the printing limit is included in a server code limiting the number of downloads permitted to a specific computer.